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# **Southern California Conservation:**

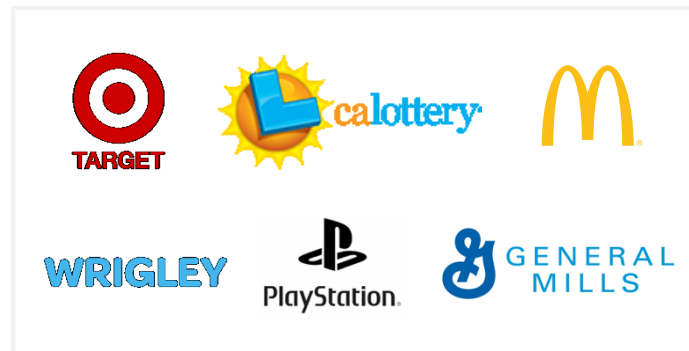
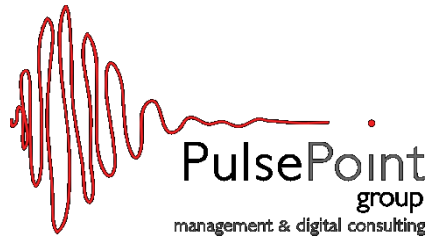
## **A Collaborative Multi–Channel Campaign to Educate, Engage and Drive Action**

For submission to the Public Utilities Commission of the State of California



# READY TO LAUNCH AND IMPLEMENT A WORLD-CLASS MULTI-CHANNEL CAMPAIGN

SoCalGas has engaged a leading full-service agency who provides state-of-the-art customer communications strategy and engagement delivery for some of the world's leading brands, and also provides local presence and expertise to help adapt these industry best practices into a dynamic campaign optimized for Southern California.



# COLLABORATION DRIVES DYNAMIC MESSAGE REFINEMENT

## COLLABORATION



## EDUCATION



### COMMON STAKE:

No matter what sector we are in – residential, business, industrial, agricultural – we have a common stake in uninterrupted, reliable natural gas and electricity. We benefit both collectively and individually by ensuring power is there whenever we need it. Our homes, businesses, schools and farms need it, and our regional economy depends on it.

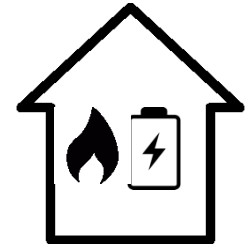
## ENGAGEMENT



### POWER TO SAVE IS IN YOUR HANDS:

We each have the power in our own hands to ensure the uninterrupted supply of electricity and natural gas. We don't have to wait for someone else to do it.

## ACTION

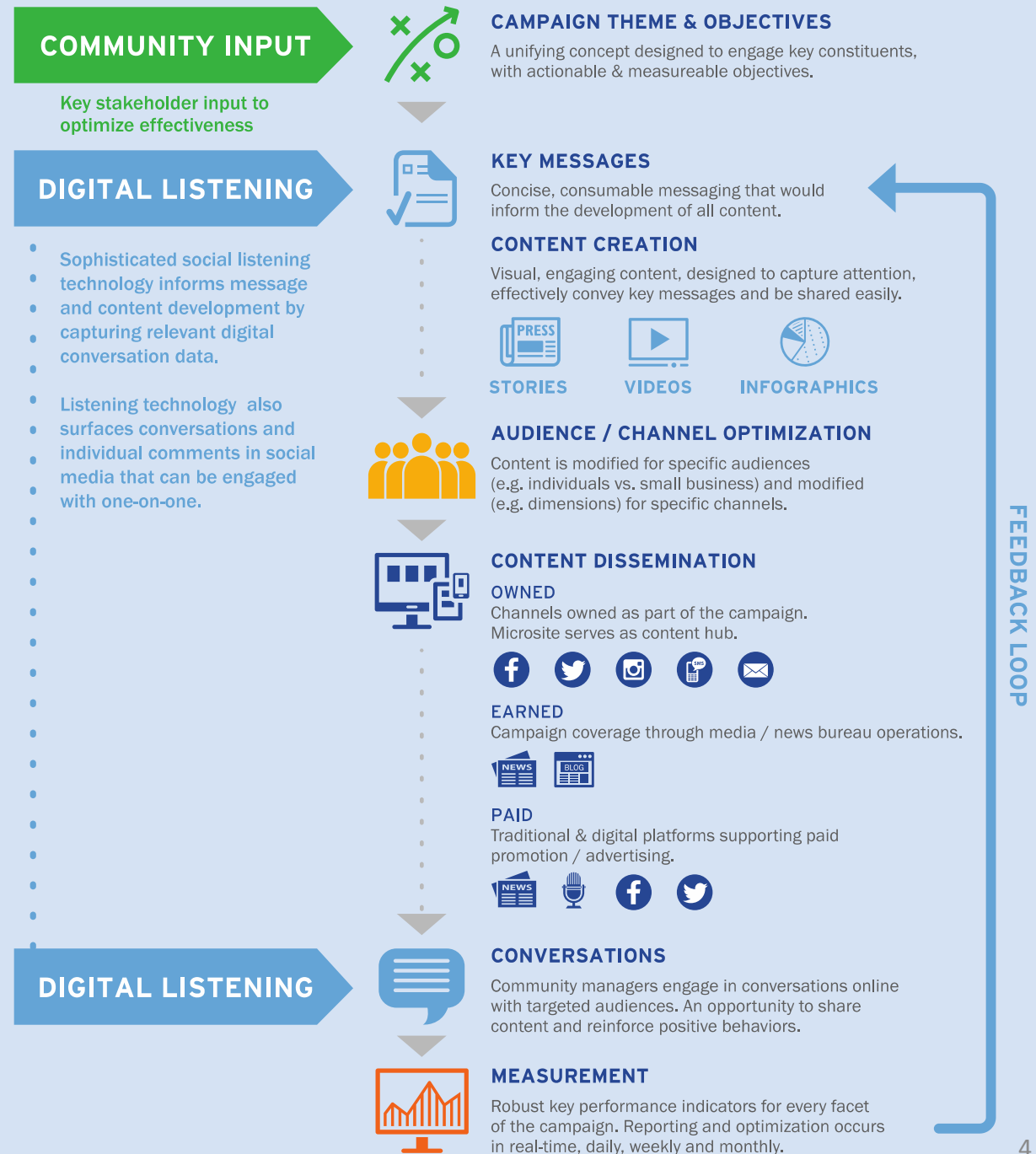


### TAKING ACTION AND MAKING A DIFFERENCE:

Sharing information and talking about conservation with your friends, children, and colleagues, and encouraging them to participate, helps them, helps you, and helps the region.

# NEW MULTI-CHANNEL ENGAGEMENT MODEL

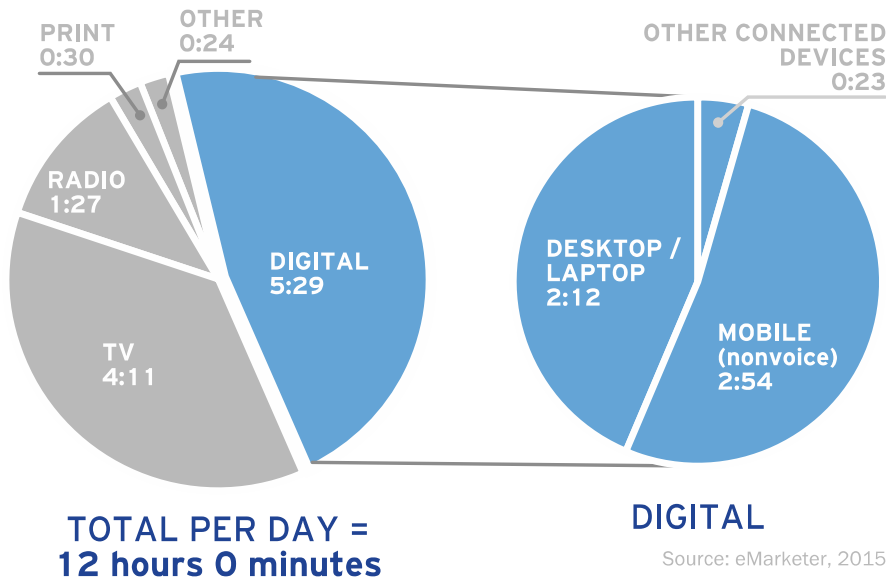
- Informed by sophisticated listening technology, research and key stakeholder input
- Driven by engaging content creation, delivering targeted messages
- Content refined for different audiences
- Delivered through well-defined mix of:
  - OWNED MEDIA
  - EARNED MEDIA
  - PAID MEDIA (DIGITAL & TRADITIONAL)
- Optimized with continuous performance management



# BUILT ON A FOUNDATION OF DIGITAL AND SOCIAL MEDIA, OPTIMIZED FOR MOBILE

## I People spend most time with digital media

AVERAGE TIME SPENT PER DAY WITH MAJOR MEDIA BY US ADULTS, 2015 (hrs:mins)



## II Social media facilitates peer-to-peer sharing, which drives action

84 Percent Take Action On And Trust Peer Recommendations – More Than Any Other Form Of Communication.



## III Mobile devices drive community engagement

- 68% of smartphone owners use their phone at least occasionally to follow along with breaking news events, with 33% saying that they do this “frequently.”
- 67% use their phone to share pictures, videos, or commentary about events happening in their community, with 35% doing so frequently.
- 56% use their phone at least occasionally to learn about community events or activities, with 18% doing this “frequently.”

# LEVERAGING AN OPTIMIZED MIX OF OWNED, PAID AND EARNED CHANNELS

## OWNED



- Custom microsite
- Active social media channels
- Optimized Customer Relationship Management engagement
  - Targeted SMS and email outreach
- Leverage account executives for large C&I customers

## PAID



- Highly targeted digital messaging to custom-built audience segments
- 
- Local radio and community newspaper messaging to maximize campaign exposure

## EARNED

- News bureau operations
- Coordinated messaging, content delivery and media events



## Dynamic And Responsive Campaign Engagement:



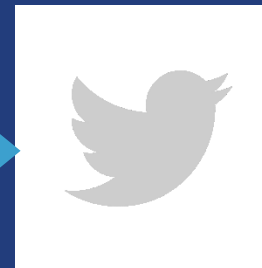
### TRIGGER:

A pre-defined opportunity to drive specific, targeted messaging



### CONTENT

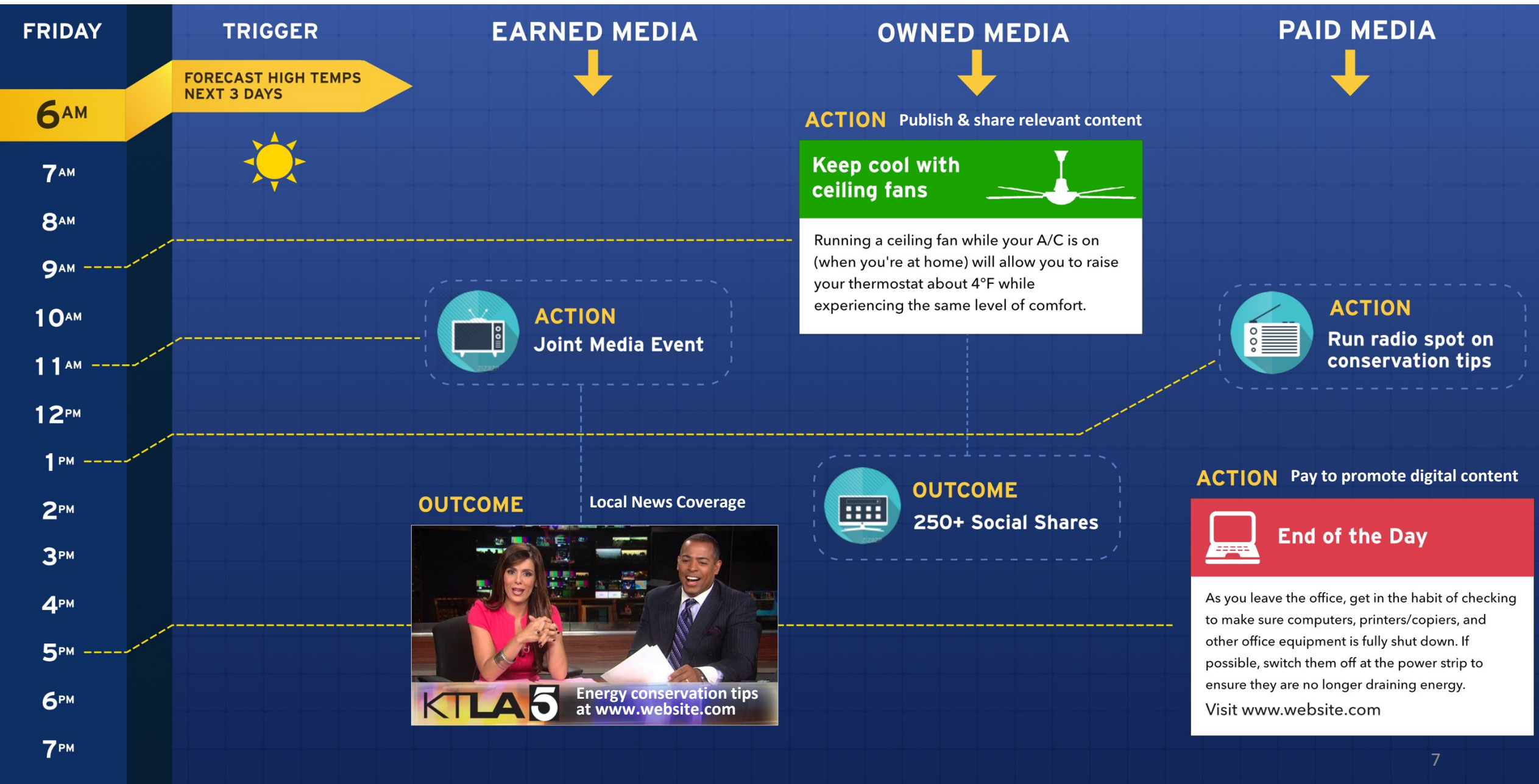
Content assets and messaging designed to drive action aligned to each “trigger”



### ACTION:

Content delivery mechanisms and channels (owned, earned and paid) to enable engagement

# DYNAMIC AND RESPONSIVE CAMPAIGN ENGAGEMENT (SUMMER EXAMPLE)





# WORLD-CLASS CONTENT CREATION DESIGNED TO DRIVE ENGAGEMENT AND ACTION



Sample SoCalGas Infographic

- Emphasis on highly-visual infographic and video content.
- Aligned to key messages and campaign theme.
- Optimized for each social media channel.
- Customized for target audiences.
- Optimized for mobile consumption.
- Shareable and syndication-friendly.

96%

of marketers believe that **video** content is critical/important to campaign storytelling success

87%

of marketers believe that **infographics** are critical/important to campaign storytelling success

Source: CMO Council, 2015

180%

Watching **video** content increases the likelihood of taking a desired action by 180%

(Source: Adobe, 2015)

3X

**Infographics** are engaged with and shared on social media 3x more than other content

(Source: Massplanner, 2016)

40X

**Highly-visual** content is 40x more likely to be shared on social media than other content

(Source: SocialMediaExaminer, 2015)

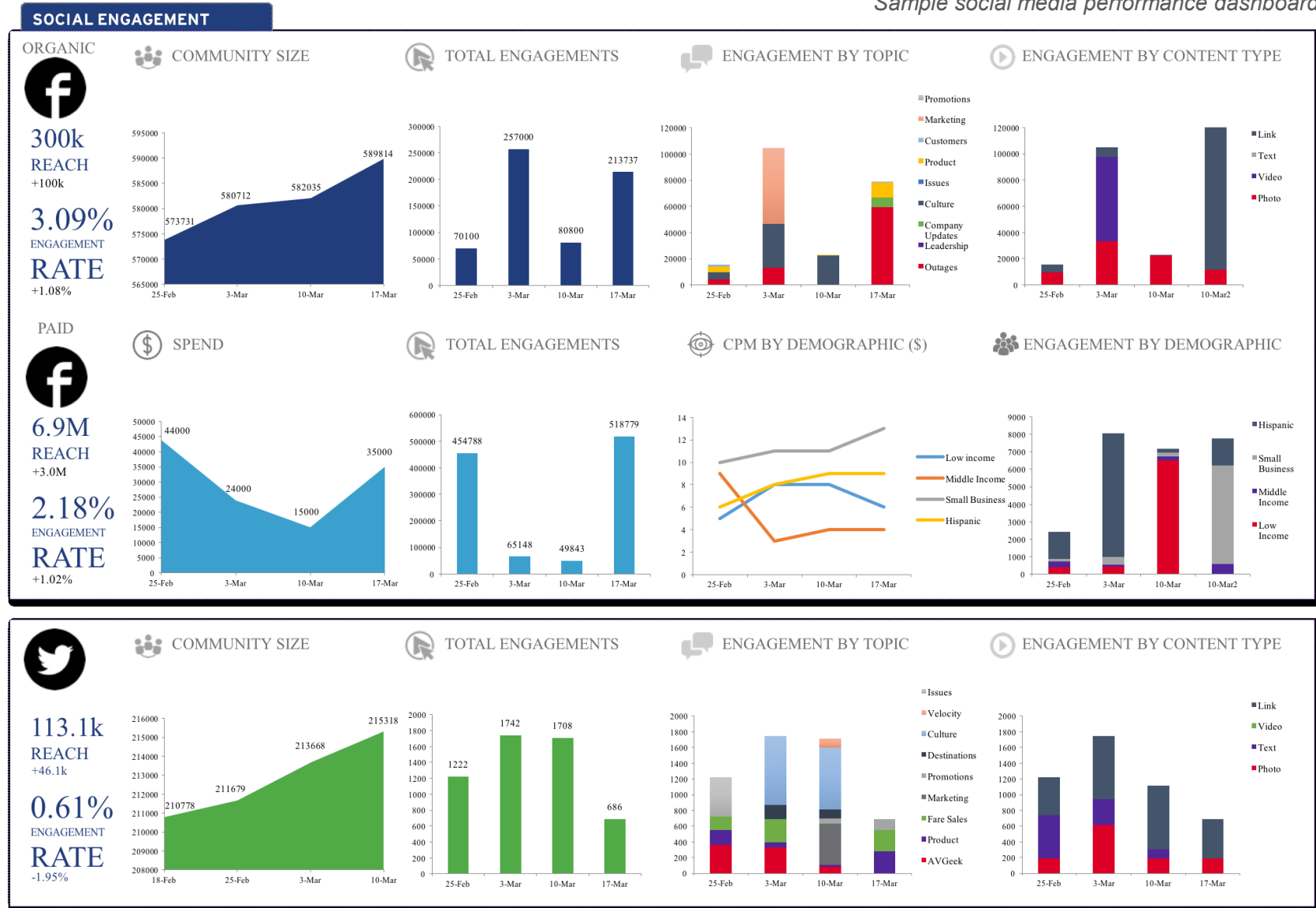


# COMMITTED TO EXTENSIVE AND TRANSPARENT PERFORMANCE MANAGEMENT

Continuous communication with other stakeholders will allow for collaboration with CAISO, other utilities, regulators, local governments, CBOs, etc.

SoCalGas will use existing local government networks, customer relationships and sophisticated listening analytics to fine-tune tactics to maximize results.

Sample social media performance dashboard



**SoCalGas is committed to working with you and our Southern California partners to make this campaign a success.**

